Annual Report 2012 - 13

The Women's Policy Office

(Photo credit: Paul Daly 3013)

Message from the Minister

September 30, 2013

In accordance with the Government of Newfoundland and Labrador's commitment to accountability, I am pleased to submit the annual report of the Women's Policy Office. The report was prepared under my direction and documents the activities and outcomes of the Office from April 1, 2012 to March 31, 2013. The outcomes reported reflect the Government of Newfoundland and Labrador's strategic directions for the status of women portfolio and my signature below is indicative of my accountability for the results.

Charlene Johnson

Charlene Johnson, MHA
Minister Responsible for the Status of Women

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1.0 Organizational Overview

The Women's Policy Office was established in 1985 to:

- develop and expedite Provincial Government policies and programs to enhance the social and economic status of women in the province and ensure that these are communicated to the public;
- ensure that the impact on women of all legislation, policies and programs is brought to the attention of the Minister Responsible for the Status of Women, Cabinet and its committees, as well as Provincial Government departments and agencies;
- monitor and review programs and other activities of departments and agencies to ensure compliance and conformity with the Provincial Government policy of improving the status of women; and,
- liaise with Provincial Government departments and agencies, other governments and advisory councils, and women's organizations on all issues affecting women.

Vision

The vision of the Women's Policy Office is true social, legal, cultural and economic equality for women and girls in Newfoundland and Labrador.

Mission

By 2017, the Women's Policy Office will have contributed to the advancement of women's social, cultural, legal and economic equality in Newfoundland and Labrador.

Physical Location

The Women's Policy Office is located in St. John's on the fourth floor of the Confederation Building, West Block. It contracts delivery of services to St. John's, Bay St. George, Port aux Basques, Corner Brook, Gander, Labrador City, Happy Valley-Goose Bay and Grand Falls-Windsor through eight status of women councils located in these communities.

Violence prevention services are contracted through 10 regional coordinating committees associated with the Violence Prevention Initiative, as well as the Transition House Association of Newfoundland and Labrador, and the Newfoundland and Labrador Sexual Assault Crisis and Prevention Centre.

The Office works closely with the Provincial Advisory Council on the Status of Women and is responsible for the *Status of Women Advisory Council Act* under which the Council operates.

The Advisory Council's mandate is to:

I. advise the minister on those matters relating to the status of women that the minister refers to the Advisory Council for consideration;

II. advise the minister on those matters relating to the status of women that the Advisory Council feels appropriate;

III. bring matters of interest and concern to women before the Provincial Government and the public; and,

IV. establish the general policies that will govern the organization, administration and operation of the Advisory Council.

The Office has a core complement of 12 positions, including:

- Deputy Minister
- Secretary for the Deputy Minister
- Program, Policy, and Communications Analyst
- Director of Violence Prevention
- Provincial Training Coordinator
  - Training
- Senior Policy, Planning and Research Analyst
  - Research
- Manager of Economic Policy
- Manager of Social Policy
- Inuit Women's Capacity Building Manager
- Information Management Technician II
- Administrative Officer
- Word Processing Equipment Operator I

2.0 Lines of Business

2.1 Policy Analysis and Advisory Services

For the purposes of fulfilling the Women's Policy Office's mandate, policy should be understood to mean any action taken by the Government of Newfoundland and Labrador; therefore, the Office works with executive members and policy analysts of the Provincial Government to support the development of gender-based analysis and special measures so that they can be applied to all appropriate policy in such forms as legislation, programs and services. By applying gender-based analysis and special measures, the Women's Policy Office supports the Provincial Government's commitments to women by increasing capacity to address historical disadvantages.

The work of the Women's Policy Office ensures that Cabinet and its committees are fully informed on how women are affected by policy and program decisions. The Office highlights women's needs and advises on ways gender equity can be better achieved. As part of the development of a gender lens, the Office promotes the message that women and girls experience the world differently and may have different needs than men. Provincial Government departments and agencies, in developing this work, are encouraged to seek out current sex-disaggregated data and analyze its findings, as well as consult with the women's community on proposed programs, legislation and policy matters.

2.2 Information Collection and Communication Services

The Women's Policy Office is responsible for collecting information from a variety of sources to provide evidence-based policy advice and reporting annually on the status of women. To meet this responsibility, the Women's Policy Office maintains a public library on women's issues, collects statistics and conducts research to assess the current status of women, and identifies systemic inequities and information gaps. As part of the information collection process, the Office consults regularly with women and women's organizations to identify ongoing and emerging issues of special concern, as well as potential solutions. Beyond providing policy advice to Provincial Government departments and agencies, the Office communicates information on the status of women through publications, events and initiatives.

2.3 Special Programs

The Women's Policy Office is mandated to take on special programs to advance the status of women. Currently, the Office is continuing to support and facilitate initiatives of the Government of Newfoundland and Labrador through women's employment plans and business access strategies as special measures to address historical employment disadvantages for women in male-dominated sectors, departments, agencies and occupations throughout the province. During the 2012-2013 fiscal year, the Office's work on this mandate has continued to include collaboration with:

- the Department of Natural Resources on resource-based projects;
- the Department of Justice on matters related to the Correctional Division, the Royal Canadian Mounted Police (RCMP) and the Royal Newfoundland Constabulary (RNC); and,
- the Department of Innovation, Business and Rural Development, Service NL (through Procurement Reform) and the Newfoundland and Labrador Organization of Women Entrepreneurs (NLOWE) on business access for women.

2.4 Aboriginal Women

The Women's Policy Office works with Intergovernmental and Aboriginal Affairs Secretariat to advance the status of Aboriginal women in Newfoundland and Labrador. This includes providing annual operating funding to the Newfoundland Aboriginal Women's Network. The Office also works with women from Innu communities, the Nunatsiavut Government, AnânauKatiget Tumingit (Regional Inuit Women's Association), representatives from the Federation of Newfoundland Indians, NunatuKavut Community Council, the Native Friendship Centre in St. John's, and the Labrador Friendship Center in Happy Valley-Goose Bay.

The Women's Policy Office supported the Nunatsiavut Governments Inuit Women's Gathering, February 24 to 27, approximately 35 Inuit women attended the Inuit Women's Gathering held in Nain, which included women from five Inuit communities within Nunatsiavut, as well as Upper Lake Melville and other parts of the province. The meeting provided an opportunity for Inuit women to discuss and learn about the importance of healthy relationships, physical and mental wellness, how to run for elected office and how to access victim services. Attendees also identified priority areas important to advancing the status of Inuit women.

The Office has also continued the Inuit Women's Capacity Building Program for north coast communities in Labrador. It is clear, through application and other data sources, that Inuit women are not availing of Government of Newfoundland and Labrador programs and services in the same manner as women from the general population. To address the complex needs relating to this matter, the Inuit Women's Capacity Building Program works to identify barriers and provide women with the information they need to make a difference in their own lives, the lives of their families, and their communities.

2.5 Violence Prevention Initiative Services

The Women's Policy Office leads the Violence Prevention Initiative, a horizontal Provincial Government-community partnership to prevent violence in Newfoundland and Labrador. The Violence Prevention Initiative provides leadership within the province to help reduce violence against vulnerable populations including women, children and youth, Aboriginal women and children, older persons, persons with disabilities, and others who may be victims of violence due to sexual orientation, ethnicity or economic status.

The work of the Violence Prevention Initiative is focused on six strategic priority areas:

(1) Increasing public awareness and attitudinal change about violence against vulnerable populations;
(2) Increasing community participation;
(3) Improving legislation, policy, programs, services, information and facilities;
(4) Supporting Aboriginal women and children;
(5) Enhancing research and development; and,
(6) Improving leadership, coordination and accountability.

Among its many activities, the Violence Prevention Initiative coordinates the delivery of the Violence Awareness and Action Training program, facilitates meetings of violence prevention committees, coordinates public awareness on violence prevention, and provides clearing house services for information on violence. The Violence Prevention Initiative also provides organizational funding for 10 Regional Coordinating Committees against Violence, as well as the Newfoundland and Labrador Sexual Assault Crisis and Prevention Centre and the Transition House Association of Newfoundland and Labrador.

2.6 Community Program

The Women's Policy Office provides grants to many feminist and equality-seeking organizations in Newfoundland and Labrador, including:

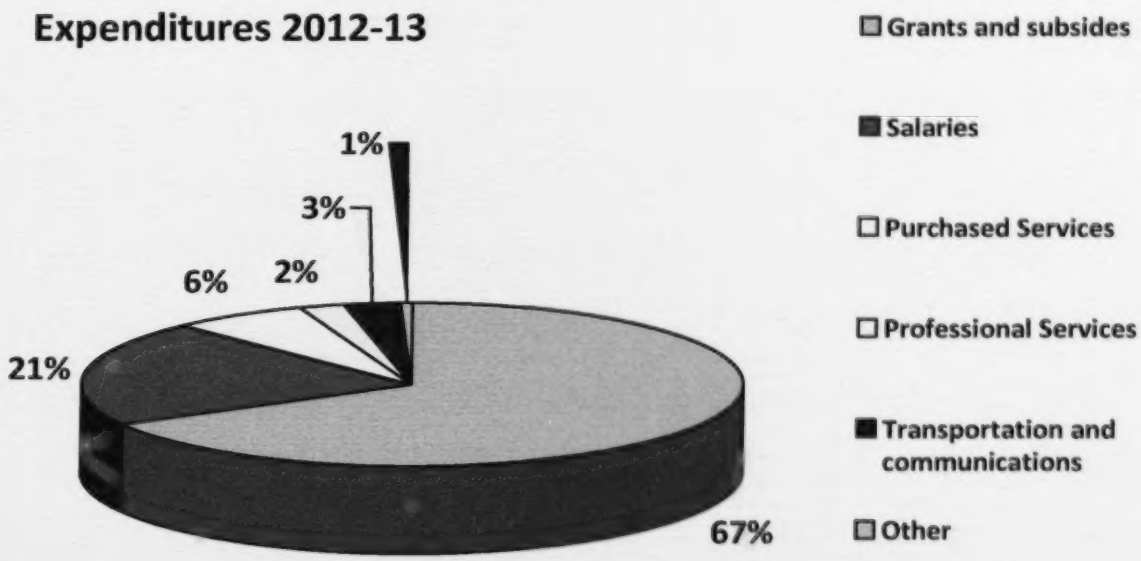
- eight women's centres to advance the status of women in their regions (subject to
- approved criteria);
- Aboriginal organizations to advance violence prevention for Aboriginal women and
- children;
- Newfoundland Aboriginal Women's Network; and,
- Multicultural Women's Association of Newfoundland and Labrador.

2.7 The Provincial Advisory Council on the Status of Women

The Women's Policy Office provides an operating grant to the Provincial Advisory Council on the Status of Women, to support their legislated mandate to advise the Government of Newfoundland and Labrador and the public on matters of importance to women.

3.0 Expenditures

In 2012-2013, the expenditures of the Women's Policy Office were approximately $3,681,473 including expenditures for the Violence Prevention Initiative. As indicated in Diagram 1, grants to community-based organizations accounted for approximately 67 per cent of the Women's Policy Office budget.



4.0 Shared Commitments

The mandate and mission of the Women's Policy Office is achieved through implementing the 2011-2014 approved Business Plan by working in partnership with the Provincial Advisory Council on the Status of Women, Status of Women Councils, Regional Coordinating Committees against Violence, other equality-seeking groups, as well as Federal and Provincial Government departments and agencies, industry and educational partners.

The Provincial Government, through the Women's Policy Office, was pleased to support the 50th annual conference of the International Association of Women Police Offices (IAWP), which was held in St. John's in September 2012. The IAWP is an organization of international law enforcement officers who strive to increase professionalism in criminal justice and whose membership includes representation from approximately 60 countries worldwide. The event featured an opening ceremony, Parade of Nations, Premier's International Awards Lunch, and a black-tie gala dinner to conclude. The Provincial Government, through the Women's Policy Office, was pleased to provide a Platinum sponsorship contribution of $68,000 to assist in bringing the conference to Newfoundland and Labrador and in doing so, helped to advance government's strategic direction to increase women's participation in leadership and decision making.

During 2012-13, the Women's Policy Office was a member of the organizing committee for a first-of-a-kind event held in Newfoundland and Labrador; *Ovations: Applauding the Accomplishments of Women in Our Communities* held in St. John's in January 2013. The event, created to recognize and celebrate women in the province and led by the Provincial Advisory Council, acknowledged the contributions and true leadership role taken by many strong women from this province throughout history. The event was comprised of an afternoon Leadership Forum held at the Delta ballroom in St. John's which saw seven women leaders from both the community and business sectors speak to their challenges and successes and provided an opportunity to interact and ask questions for those in attendance. Minister Charlene Johnson brought greetings on behalf of the Provincial Government and the afternoon event saw more than 700 individuals in attendance. The evening portion of the event featured a key-note address by Premier Kathy Dunderdale and was attended by over 800 people. In addition, a showcase featuring women's accomplishments throughout history was staged through a number of diverse and entertaining artistic mediums. The evening concluded with the presentation of the first-ever Premier's Ovations Award for outstanding contribution to Newfoundland and Labrador women. The award was presented to Hilda Whelan of Whitbourne

for demonstrating extraordinary leadership, fortitude and conviction in a fight that led to 58 widowed women gaining access to the pension benefits of their deceased husbands.

In 2012-13, the Women's Policy Office continued to maintain partnerships to prevent violence through the evaluation of Phase I of the six-year Violence Prevention Initiative action plan and the development of the Phase II action plan. Provincial Government partner departments and agencies include: Justice (including the Royal Newfoundland Constabulary and the Royal Canadian Mounted Police who provide provincial policing services under contract with the Provincial Government); Advanced Education and Skills; Health and Community Services (including the Regional Health Authorities); Education; Child, Youth and Family Services; the Office for Public Engagement (Rural Secretariat); the Intergovernmental and Aboriginal Affairs Secretariat; Labrador Affairs Office; the Newfoundland and Labrador Housing Corporation; and the Labour Relations Agency. Community partners include (but are not limited to) the 10 Regional Coordinating Committees against Violence, Provincial Advisory Council on the Status of Women, Newfoundland and Labrador Sexual Assault Crisis and Prevention Centre, Transition House Association of Newfoundland and Labrador, Seniors Resource Centre of Newfoundland and Labrador, and Citizen's Crime Prevention Association of Newfoundland and Labrador.

The first draft of the Phase II Violence Prevention Initiative Action Plan was presented to Violence Prevention Initiative Deputy Ministers for discussion and feedback in September 2012. The draft Phase II Action Plan is being developed based on information gathered during the consultation and evaluation process, building upon the strengths of Phase I. The draft Phase II Action Plan is currently in final development stages and is anticipated to be released in 2013. A new social marketing campaign plan is also being developed and will be included in the draft Phase II VPI Action Plan.

As the Department of Education continued to implement the Safe and Caring Schools Policy in this reporting period, the Violence Prevention Initiative provided $10,000 in funding support to the Department of Education for planning and conducting Violence Awareness Week for K-12 schools during the last week of February 2012, which is Violence Prevention Month. Violence Prevention Initiative staff also worked in partnership with community groups and schools to coordinate awareness activities around the province for Stand Up Day. In addition, Violence Prevention Initiative staff were consulted as part of the Department of Education's consultations on bullying, along with members of the 10 Regional Coordinating Committees Against Violence in early 2013.

The Violence Prevention Initiative also provided an additional $55,000 to the Department of Education to support training and certification in the areas of suicide intervention and non-violent crisis intervention in 2012-2013.

With respect to funding for community-based supports, the Women's Policy Office, through the Violence Prevention Initiative, again issued operational grants to the 10 Regional Coordinating Committees against Violence of $80,000 each. An additional $20,000 was provided to Violence Prevention Labrador to offset travel cost. Funding was also provided in the amount of $105,000 for the Transition House Association of Newfoundland and Labrador and $110,000 for the Newfoundland and Labrador Sexual Assault Crisis and Prevention Center. Typically, these operational funding investments supports core functions and initiatives such as referral and information, public education, training and outreach, and community leadership, shelter supports and crisis counseling supports (if applicable to the organization), coordination and accountability. These initiatives continue to support the strategic direction of the Provincial Government towards reduced violence.

During this reporting period, the Women's Policy Office continued to work in partnership with the Departments of Advanced Education and Skills, Innovation Business and Rural Development, and Natural Resources to increase women's employment in well-paying jobs, and the participation of women owned businesses particularly in the natural resources sectors. These initiatives speak directly to the government's strategic direction of assisting women to earn higher wages. This is largely done using the *Environmental Protection Act* Guidelines, which requires proponents of large-scale natural resource developments to put women's employment plans and business access strategies in place. The Office has worked closely with industry organizations and partners, such as the Women in Resource Development Corporation, the Office to Advance Women Apprentices, the Newfoundland and Labrador Organization of Women Entrepreneurs, Hebron, Nalcor and other proponents to ensure that all new projects contain plans for women's employment and business access.

The Women's Policy Office continued to collaborate with other Provincial Government departments and agencies on a wide array of issues and initiatives. For example, during the Provincial Government's Core Mandate Analysis (CMA) process underway during this reporting period, a number of departments and agencies sought input from Women's Policy Office to understand the potential impacts of proposals and initiatives on women, both in the public service and throughout Newfoundland and Labrador.

The Women's Policy Office continues to maintain active membership on the Deputy Ministers' and Ministerial working committees on poverty reduction, youth retention and attraction initiatives, and procurement reform. Interdepartmental committees in this reporting period included the committee on clients with complex needs (Newfoundland and Labrador Housing Corporation), environmental assessment committee for resource based projects (Environment and Conservation).

To improve women's social and economic security, the Women's Policy Office continues to maintain close working relationships with all Provincial Government departments in an effort to ensure that the impact on women of all legislation, policies and programs were brought to the attention of decision-makers. These initiatives are undertaken with a continued focus on the Provincial Government's strategic directions of women earning higher wages and improved social policy outcomes for women.

5.0 Highlights and Accomplishments

5.1 Consultations on the Violence Prevention Initiative

As part of the evaluation of the Violence Prevention Initiative's Phase I action plan, *Taking Action Against Violence 2006-2012*, to seek input into the development of Phase II, and to continue work towards the Provincial Government's strategic direction of reduced violence, the Women's Policy Office held round table consultations and key informant interviews with key government and community partners and stakeholders including:

- Ministers;
- Deputy Ministers;
- Regional Coordinating Committees against Violence;
- Provincial partner organizations;
- Community stakeholder organizations;
- Aboriginal governments and organizations;
- Women's centres;
- Shelters and transition houses; and,
- Female victims of violence who had previously accessed prevention services.

An online consultation discussion guide was also made available on the Provincial Government website to seek feedback and input from members of the general public.

Consultations on the Violence Prevention Initiative were completed as of August 31, 2012.

5.2 Provincial Purple Ribbon Campaign

On November 26, 2012, the Minister Responsible for the Status of Women launched the third annual Provincial Government-led Purple Ribbon Campaign to raise awareness of violence against women. The launch event was held in the lobby of West Block, Confederation Building in St. John's.

The official campaign ran from November 25 to December 10, 2012, fully encompassing the 16 Days of Activism against Gender Violence. The campaign also included two significant dates in the history of violence against women: November 25, the International Day for Elimination of Violence against Women; and December 6, the National Day of Remembrance and Action on Violence against Women.

Approximately 120,000 lapel pins and 100,000 car magnets in the shape and colour of the purple ribbon were distributed throughout Newfoundland and Labrador through Provincial Government and community Violence Prevention Initiative partners and stakeholders. A series of related fact sheets were created to accompany the pins and magnets and were made available in both paper and online formats. Outreach was done to engage municipalities, corporations, post-secondary institutions and unions in the campaign and to further enhance initiatives towards government's strategic direction towards reduced violence.

5.3 Violence Prevention Grant Program for Aboriginal Women

In 2012-2013, the Minister Responsible for the Status of Women awarded $200,000 under the Aboriginal Women's Violence Prevention Grant Program for the following nine projects in support of the strategic direction of reduced violence, with particular attention to aboriginal women:

St. John's Native Friendship Centre
Aboriginal Women: The Foundation of Cultural Wellness
This is a culturally-focused, traditional knowledge project centered around Aboriginal women contributing to their community, as well as self-empowerment by working together to use traditional practices in a positive environment. The project is designed to bring Aboriginal women together using culture as a teaching tool, bridging the gap between modern day-to-day activities and traditional Aboriginal teachings.
Grant awarded: $23,000

NunatuKavut Community Council
NunatuKavut Elder and Youth Retreat
NunatuKavut will host a three-day women and girls retreat for Aboriginal elders and youth to spend time learning from each other. Along with storytelling and traditional knowledge sharing, the weekend will be used to design and create Labrador quilts, which will be donated to charity. This intergenerational initiative will enhance the spiritual, mental, emotional and physical health and well-being of Aboriginal elders and youth. This community-based project will bring together elders and youth through the provision of these social activities, health-related awareness workshops and mentoring opportunities included in the workshop.
Grant awarded: $23,000

Sheshatshiu Innu Band Council
Innu Ishkueut Healing Journey

This project will bring together 20-25 Innu women in the wilderness at Lobstick Lake for one week to learn about forms of violence and share their own stories and experiences.
Grant awarded: $18,000

Nunatsiavut Government
Inuit Women's Conference
The Inuit Women's Conference is an opportunity for Inuit women to look at the recommendations from the conference report from the first women's conference, held in 2007, and look at the progress being made, discuss what still needs to be worked on and new issues or concerns. One of the main topics of concern from the 2007 conference was violence; the final report listed nine recommendations concerning violence.
Grant awarded: $23,000

Flat Bay Indian Band
Lunskwak Sekwa't – Phase Three – Violence Prevention Immersion Initiative
This project will develop a Violence Prevention Immersion system whereby this group will prepare the resources needed to send their facilitators, elders and youth to internal and external events to represent the native violence prevention community, demonstrating cultural prevention and healing methodologies.
Grant awarded: $23,000

AnanauKatiget Tumingit
Violence Awareness Workshops in Nunatsiavut Communities
This project will facilitate the provision of violence awareness workshops in the five communities of Nunatsiavut (Nain, Hopedale, Makkovik, Postville and Rigolet) as well as Happy Valley-Goose Bay, North West River and St. John's.
Grant awarded: $23,000

Newfoundland Aboriginal Women's Network
Building on our Strengths: Collaborating to End Violence
This project will include a series of violence awareness and prevention information sessions and culturally-based mentoring and sharing sessions across the island portion of the province, as well as the redesign and launching of a new website for the network.
Grant awarded: $23,000

Mushuau Innu First Nation
Natuashish Women's Shelter Violence Prevention Enhancement
This project will increase capacity of the women's shelter by providing capacity building opportunities for staff as well as outreach programs and services for the entire community. Community-based violence prevention initiatives need to be developed and delivered from a population health perspective in a manner which ensures cultural competence and safety. In addition to the outreach component of the program, staff will participate in a regional

provincial conference, networking meetings and policy discussions – opportunities which do not currently exist within the present model. This project will invest in financial contributions to the existing budget to cover costs associated with the creation of an outreach function within the safe house team.
Grant awarded: $23,000

Conne River Health and Social Services
Protecting our Future: Caring for our Women and Children (continuation)
This project will serve to create an additional space in the health centre where the community women's group can meet and it will also provide additional accommodations to support women and children in crisis situations who are in need of temporary shelter.
Grant awarded: $21,000

5.4 Round Table to Advance the Economic Status of Women in Newfoundland and Labrador

In 2012-2013, the Women's Policy Office continued the Round Table to Advance the Economic Status of Women in Newfoundland and Labrador. The purpose of the round table was to share information and discuss strategies to advance women in Newfoundland and Labrador, with a special emphasis on employment and business access opportunities for women on large industrial projects such as Hebron and Muskrat Falls.

The group consists of representatives from both the community and the Provincial Government departments, including the Women's Policy Office, Education, Natural Resources, Innovation, Business and Rural Development, Advanced Education and Skills, the Provincial Advisory Council on the Status of Women, the Newfoundland and Labrador Organization of Women Entrepreneurs, the Office to Advance Women Apprentices and the Women in Resource Development Corporation. Two meetings were held with this group and information was shared with key decision-makers regarding the women's employment plans, measures to prevent employment discrimination for women, and business development needs for women owned businesses. This helped to further advance work on the Provincial Government's strategic directions of women's increased participation in leadership and decision-making position and women earning higher wages.

5.5 Ovations

The Women's Policy Office was a member of the organizing committee for *Ovations, Applauding Accomplishments of Women in Our Communities* which was held in January 2013. The event brought together more than 800 women from across the province and consisted of

an afternoon forum on women in leadership as well as an evening celebration of women's accomplishments featuring the Premier as the keynote speaker. The event was fully subsidized thanks to the significant contribution of industry sponsors and received no Provincial Government funding. There were two hundred registration subsidies available for women including one hundred that also included travel costs. Many of the initiatives of Ovations helped to further work underway on the Provincial Government's strategic direction of women's increased participation in leadership and decision-making positions.

6.0 Strategic Issues – Report on Performance

The Women's Policy Office is guided by the approved strategic directions in the approved Women's Policy Office 2011-2014 Business Plan as well as the strategic directions of the Provincial Government. By reviewing these directions the Office will have advanced strategic issues in five areas for the period April 1, 2012 to March 31, 2013 as follows:

- violence prevention
- economic security
- social security
- advancing Aboriginal women
- leadership and decision making

To address these issues, the strategic directions of the Provincial Government have been identified and integrated into the business plan as well as the work plans of the Women's Policy Office. The following report provides details of the Women's Policy Office's success in achieving its planned goals and objectives following the strategic direction of the Government of Newfoundland and Labrador.

6.1 Violence Prevention

The Government of Newfoundland and Labrador remains firmly committed to preventing violence against women and other populations who are at an increased risk of experiencing violence. In accordance with government's strategic direction to reduce violence, the Violence Prevention Initiative's Phase I action plan – *Taking Action Against Violence 2006-2012* – has contributed to legislative, policy, program and service changes that help create safe, violence-free communities. Through the implementation of Phase I, the Women's Policy Office worked with partners and stakeholders to undertake community-based awareness, training and research activities throughout the province. These collaborative efforts are helping to raise public awareness and consequently change attitudes and behaviours relating to violence and abuse at a societal level, with the ultimate goal of preventing and reducing violence.

Goal: By March 31, 2014, the Women's Policy Office will have undertaken initiatives to advance violence prevention for women and other vulnerable populations in Newfoundland and Labrador.

Objective: By March 31, 2013, the Women's Policy Office will have undertaken initiatives to support increased awareness, education and training in regions where rapid economic development is occurring to prevent violence against vulnerable populations in Newfoundland and Labrador.

Measure: Undertaken initiatives to support increased awareness, education and training in regions where rapid economic development is occurring to prevent violence against vulnerable populations.	
Indicator	**Progress and Accomplishments**
Violence Prevention Initiative staff will work with community partners in regions where economic development is occurring to distribute information and offer training on violence prevention matters for women and other vulnerable populations.	During 2012-2013, Violence Prevention Initiative staff prepared training and presentation materials and gathered resources on the prevention of violence against women to target areas of the province where economic development is occurring. Presentation and training materials developed support and reinforced the goals of the *Respect Women* and *Purple Ribbon* Campaigns to prevent male violence against women and pushed out through our community partners and Regional Coordinating Committees against Violence. Film and print resources on intimate partner violence and the media's imaging of women will support the Initiative and its community partners in addressing a wide range of audiences. While information has been distributed and training upon request continues to be offered through the Women's Policy Office, specific increased Violence Prevention Initiative travel to regions to deliver training was deferred given travel and logistical challenges. Staff did not anticipate these associated challenges when planning for this initiative. Therefore, further avenues will be pursued in 2013-14 to deliver this material. Additional research was also conducted to support the development of training and presentation materials for the prevention of violence against other identified target populations of the Initiative. The following other areas of focus also assisted in contributing to the completion of this indicator through community work and information distribution on violence prevention matters for women and other vulnerable populations:

	Continued Provincial Social Marketing Activities The Violence Prevention Initiative continued its commitment to raise awareness about violence against vulnerable populations in 2012-2013 by continuing to implement the Respect Women campaign to prevent male violence against women and the *OutrageNL* Campaign to prevent youth violence. These provincial advertising and social marketing campaigns are important to furthering the overall awareness and education. As noted through the latest economic reports through entities such as BMO and RBC, Newfoundland and Labrador, as a whole, is experiencing rapid economic growth at this time in history and is important to protecting all vulnerable populations throughout the province while in the midst of such growth. Additionally, in an effort to ensure the ads had maximum reach as well as target youth audiences, television and online ads were used. *Respect Aging training and education initiative with the Department of Health and Community Services to prevent violence against older persons.* In 2012-2013, in collaboration with the Department of Health and Community Services, the Violence Prevention Initiative worked with the Marketing and Brand Division of the Provincial Government to develop a final design and format for the completed Respect Aging education and training materials. Three manuals are currently in final design for printing: (1) a participants manual; (2) a trainer's guide containing sixteen, 1.5-hour training modules; and, (3) a law enforcement training manual containing three, 3-hour training modules. *Violence Awareness and Action Training delivered* During 2012-2013, 162 participants completed the one-day Violence Awareness and Action Training program, and 55 participants completed the two-day Train-the-Trainer program.

Work underway on Goal 6.1 in this reporting period continues to advance the Provincial Government's strategic direction of reduced violence through focused initiatives like the Violence Prevention Initiative and continued engagement with the community.

6.2 Economic Security

The Government of Newfoundland and Labrador is committed to ensuring women share equitably in the social and economic benefits of this province through key strategic directions of women earning higher wages, improved social policy outcomes for women and women's increased participation in leadership and decision-making positions. Working to advance women in non-traditional and high-paying occupations ensures that women have a greater chance to avail of higher incomes than those available in traditional occupations. More than 600 women are now registered with the Office to Advance Women Apprentices, almost double the number from the previous year, which demonstrates an increase in women entering non-traditional fields.

Goal: By March 31, 2014, the Women's Policy Office will have supported advancing the economic status of women and their participation in non-traditional occupations.

Objective: By March 31, 2013, the Women's Policy Office will have developed appropriate collaborative initiatives with stakeholders to increase the number of and enforcement of women's employment plans and business access strategies.

Measure: Developed appropriate collaborative initiatives with stakeholders to increase the number of and enforcement of women's employment plans and business access strategies.	
Indicator	**Progress and Accomplishments**
Education will take place with stakeholders and Provincial Government partners about all phases of these plans and strategies.	Meetings were held with individuals in various departments to discuss requirements for women's employment plans and business access strategies (WEPs) including Natural Resources, Innovation, Business and Rural Development, Environment and Conservation, and Advanced Education and Skills. It is important for all parties in the industrial process to understand the intent of these plans. Operators of large industrial construction projects are required to develop WEPs that include quantitative and qualitative goals to increase the representation of women on the project.

	Two meetings of the Roundtable on Advancing the Economic Status of Women were held. The meetings discussions focused on strategies to advance women in Newfoundland and Labrador, with a special emphasis on employment and business access opportunities for women on large industrial projects such as Hebron and Muskrat Falls. In particular discussions included approaches that stakeholders such as Newfoundland and Labrador Organization of Women Entrepreneurs (NLOWE), Women in Resource Development Corporation (WRDC) and the Office to Advance Women Apprentices could utilize to hold operators accountable for WEP results. WPO provided comments on environment assessment registrations to identify projects that require the development of a women's employment plan and business access strategies and participated as a member of the environmental assessment committee for the Alderon, Joyce Lake and White Rose Extension Projects.
Strengthened protocols with the Department of Advanced Education and Skills in the development of these plans.	Protocols were strengthened with Advanced Education and Skills by outlining the requirement to solicit appropriate input into the evaluation of WEP draft plans by the Women's Policy Office, particularly with the Office of Immigration and Multiculturalism and the Disability Policy Office (which are divisions of the Department of Advanced Education and Skills).
Strengthening protocols with industry and business in the development of these plans will also be an indicator.	As further work is undertaken on women's employment plans in the planning and development phases of large-scale projects in Newfoundland and Labrador, the Women's Policy Office continues to learn and grow, strengthening protocols with industry and business as we move forward with each new project. This year, staff implemented a process of annual project monitoring meeting with Vale to discuss progress of the women's employment plan for the Long Harbour project. This is an example of strengthen protocols with respect to WEPs. The Women's Policy Office also participated in a number of

	industry and stakeholder events including the annual Husky Diversity Day, Hebron Supplier Development Sessions, and the Newfoundland and Labrador Oil and Gas Industries Association (NOIA) and NLOWE conferences in an effort to open a dialogue with these organizations to continue to work towards strengthening the protocols all parties work within. Meetings were held with representatives from various projects to negotiate requirements for women's employment plans and business access strategies including Lower Churchill, Husky White Rose Extension, Maritime Link, and Alderon.

Overall, it should be noted that while each WEP and women's business access strategy is different and most times unique, the Women's Policy Office is constantly and consistently looking to update and strengthen protocols for the benefit of provincial residents and businesses. Through this reporting period, there were numerous efforts as outlined above, though this is ideally an ongoing process that will continue throughout the duration of these required plans.

6.3 Social Security

Throughout the Women's Policy Office, the Provincial Government has made advancing the status of women and girls a top priority and continues to work diligently with stakeholders to support women in our province. The Office works to promote women's safety and well-being by providing opportunities for personal growth, professional development, empowerment and equality. Through key partners and community connections such as the eight Women's Centres, Multicultural Women's Organization of Newfoundland and Labrador, and Newfoundland Aboriginal Women's Network, the Women's Policy Office works to improve social policy outcomes for women, a strategic direction of the Office. Through collaboration, the Office is able to provide support and guidance to women, as we work to advance their status. These efforts continue to contribute the Provincial Government's strategic direction of improved social policy outcomes for women.

Goal: By March 31, 2014, the Women's Policy Office will have supported the social advancement of women and girls.

Objective: By March 31, 2013, the Women's Policy Office will have undertaken initiatives to educate about the risks associated with social media for girls.

Measure: Initiatives to educate young girls and parents about the risks associated with social media.	
Indicator	**Progress and Accomplishments**
The Women's Policy Office will work with the Atlantic Ministers Responsible for the Status of Women on the development and launch of: • **Three fact sheets: 10 Tips for Girls; 10 Tips for Parents; and What We All Need To Know;** • **Five year action plan; and,** • **Website**	The Women's Policy Office researched and drafted the initial fact sheets that were discussed with the Atlantic Provinces through regular teleconference calls. During the development of the fact sheets various departments and women's organizations were given the opportunity to review and provide feedback on the materials. As lead for the file during 2011-2012, WPO hosted the Atlantic Minister's Meeting enabling the Minister's to launch the Cyber Safe Girl Initiative at MacDonald Drive Junior High. Approximately 50 girls from the school and invited guests were able to attend. The Honourable Clyde Jackman, Minister of Education, emceed the launch of the Cybersafe Girl project and emphasized the importance of these materials for parents and educators. The Atlantic Minister's Responsible for the Status of Women launched the Cyber Safe Girl Initiative on October 11, 2013 in St. John's on the first International Day of the Girl, it included: launch of the three fact sheets: 10 Tips for Girls; 10 Tips for Parents; and What We All Need To Know; and, website: www.cybersafegirl.ca. The three fact sheets were distributed to grades 7-9 students in all schools within the province. The initiative was also showcased at a side event at the 57th session of the Commission on the Status of Women in New York, on March 6, 2013.

	Newfoundland and Labrador continues to work collaboratively with the Atlantic Provinces on the five year action plan, representing partial variance with respect to this indicator. The combined group did not anticipated the time needed and challenges that would be present in achieving completion of the five-year action plan in this time from. Nova Scotia is leading the project for 2012-2013 and it is anticipated the action plan will be announced during the next reporting period.

6.4 Advancing Aboriginal Women

The Provincial Government continues to support the identification of solutions to improve the socio-economic conditions of Aboriginal women throughout Newfoundland and Labrador, as a component of the strategic direction to improve social policy outcomes for women. Aboriginal women have identified the following areas: health; justice; housing; employment; culture; and, violence prevention as important to ensuring that they have true equality in their homes, communities and province. The Women's Policy Office continues to advance issues of importance to Aboriginal women through internal processes and by providing funding through the Aboriginal Women's Violence Prevention Grant.

Goal: By March 31, 2014, the Women's Policy Office will have supported the advancement of Aboriginal women relating to their social, economic, cultural and legal well-being.

Objective: By March 31, 2013, the Women's Policy Office will have supported the capacity building of Aboriginal women in Labrador, including information relating to advancing their social and economic options.

Measure: Supported the capacity building of Aboriginal women in Labrador, including providing information related to advancing their social and economic options.	
Indicator	**Progress and Accomplishment**
Inuit Women's Capacity Building Program will be implemented.	This indicator has been achieved. Implemented in 2012 through the effective staffing of a position on the ground in Labrador and the establishment of an office on the ground, the Women's Policy Office was able to support the Nunatsiavut Government Inuit Women Gathering, which took place February 24 to 27,

	2013m through the Inuit Women Capacity Building Project in helping to further build relationships and network to understand the needs of the Inuit women's community. The Project continues to provide educational opportunities in a variety of areas including training in traditional clothing fabrication, leadership and motivation, and craft marketing. During this reporting period, work continued to progress on the Inuit Women Capacity Building Project in collaboration with the staff person on the ground in Labrador through a number of avenues, as this initiative is ongoing. For example, work continues on updates to the "Knowledge is Empowerment" Facebook page to provide Inuit women with information on programs, services that are available.
Host Annual Provincial Aboriginal Women's Conference.	This indicator was not accomplished. The Annual Provincial Aboriginal Women's Conference was not held in this reporting period due to conflicting time commitments of other activities taking place in Labrador, such as the Labrador Winter Games and Inuit Women Conference. The external initiatives resulted in conflicting time commitments of Steering Committee Members and lack of available conference facilities and accommodations for suggested dates and locations. Corner Brook was explored as the location. However, it proved a challenge to locate the necessary venues and accommodations in the time frame discussed. WPO did not anticipate difficulties with scheduling, timing, resources, and spacing that were presented with this conference in this reporting period. The WPO plans to review the annual conference design and layout, with an eye to focusing on future collaborative efforts.

6.5 Leadership and Decision Making

The Provincial Government is committed to advancing women into positions of leadership and the decision making process, as identified as a key strategic direction. Significant progress has

been made within the public service. However, it is acknowledged more work is required in targeted areas. The goal to advance women into leadership positions is also moving forward, as it is a requirement in many women's employment plans.

Goal: By March 31, 2014, the Women's Policy Office will have increased capacity of provincial departments and agencies and community stakeholders to apply gender-based analysis, women's employment and business access planning.

Objective: By March 31, 2013, the Women's Policy Office will have provided all departments and agencies with training in the above tools and processes.

Measure: Provided training to Provincial Government departments and agencies about using gender-based analysis, women's employment and business access planning.	
Indicator	**Progress and Accomplishments**
Training identified and offered online or in person.	This indicator has been partially achieved. The WPO identified training opportunities for gender-based analysis training and development tools through the Status of Women Canada. These tools were evaluated and were considered good resources for training for Provincial Government departments, agencies and stakeholders; however, direct in-person training to Provincial Government departments and agencies has not yet been provided due to time constraints. Access to these online training tools has been provided by posting a link on the WPO's website and sharing the information with partners during this reporting period. The WPO endeavors to conduct training to complete this indicator in the next reporting period.

As the indicator for this measure has only been partially achieved, WPO recognizes the variance that exists for this year's objective—all departments and agencies have yet to be provided with training in the use of gender-based analysis, women's employment and business access planning. Once online training opportunities have been established, WPO will endeavor through divisional work plans to ensure this measure is completed.

7.0 Achieving Objectives for 2013-2014

Goal 1: By March 31, 2014, the Women's Policy Office will have undertaken initiatives to advance violence prevention for women and other vulnerable populations in Newfoundland and Labrador.

Objective:
By March 31, 2014, the Women's Policy Office will have undertaken initiatives to improve primary research and data collection related to violence prevention and violence against vulnerable populations in Newfoundland and Labrador.

Measure:
Undertaken initiatives to improve primary research and data collection related to violence prevention and violence against vulnerable populations in Newfoundland and Labrador.

Indicator(s):
Initiated improved primary research and data collection in collaboration with the Newfoundland and Labrador Statistics Agency to develop the province's first Provincial Victimization Survey.

Initiated improved primary research and data collection in collaboration with the Newfoundland and Labrador Statistics Agency to develop the province's second Provincial Survey of Attitudes Towards Violence and Abuse.

Goal 2: By March 31, 2014, the Women's Policy Office will have supported advancing the economic status of women and their participation in non-traditional occupations.

Objective: By March 31, 2014, the Women's Policy Office will have advanced the planning and enforcement of women's employment and business access planning and identified tools and processes to advance women's needs in regions where economic development exists.

Measure: Advanced the planning and enforcement of women's employment and business access planning and identified tools and processes to advance women's needs in regions where economic development exists.

Indicator(s):
To complete negotiation of women's employment plans and business access strategies for the Lower Churchill Project and Husky White Rose Extension Project, and obtain Ministerial approval of plans.

To start/continue negotiations of women's employment plans and business access strategies for the Alderon Project, Lower Churchill Maritime Link Project and Voisey's Bay Underground Mine Project.

Goal 3: By March 31, 2014, the Women's Policy Office will have supported the social advancement of women and girls.

Objective: By March 31, 2014, the Women's Policy Office will have increased distribution information to departments and employers of policy options relating to increasing the birth rate in Newfoundland and Labrador.

Measure: Increased distribution information to departments and employers of policy options relating to increasing the birth rate in Newfoundland and Labrador.

Indicator(s):
Met with the lead on the Population Growth Strategy and provide background research and additional information from the WPO.

Continue to provide support to the Population Growth Strategy through the research of current and emerging practices regarding birth rate in collaboration with the Department of Advanced Education and Skills – lead department for the Population Growth Strategy.

Goal 4: By March 31, 2014, the Women's Policy Office will have supported the advancement of Aboriginal women relating to their social, economic, cultural and legal well-being.

Objective: By March 31, 2014, the Women's Policy Office will have supported the capacity of Aboriginal women to prevent violence in their own communities in Newfoundland and Labrador.

Measure: Supported the capacity of Aboriginal women to prevent violence in their communities through the Violence Prevention Initiative's Aboriginal Women's Violence

Prevention Grants Program.

Indicator:
Disseminated funding through the Violence Prevention Initiative's Aboriginal Women's Violence Prevention Grant Program.

Goal 5: By March 31, 2014, the Women's Policy Office will have increased capacity of provincial departments and agencies and community stakeholders to apply gender-based analysis, women's employment and business access planning.

Objective: By March 31, 2014, the Women's Policy Office will have an integrated information system online relating to the advancement of the status of women in Newfoundland and Labrador and supported stakeholders in the delivery of training in the above tools to the private sector and other organizations.

Measure: Integrated information system online relating to the advancement of the status of women in Newfoundland and Labrador and supported stakeholders in the delivery of training in the above tools to the private sector and other organizations.

Indicator(s):
Access information for online tools is disseminated to Provincial Government departments and agencies, in addition to partners and stakeholders and host that information on the WPO website.

The WPO gender-based analysis tool updated

8.0 Opportunities and Challenges Ahead

Opportunities

Improving Baseline Data Regarding Violence in Newfoundland and Labrador

Many myths and misconceptions exist around violence and its various forms, as well as which populations are most impacted. Therefore, the Violence Prevention Initiative will work collaboratively with the Newfoundland and Labrador Statistics Agency to undertake primary research to develop and improve baseline date specific to violence within the context of Newfoundland and Labrador.

Providing Input in the Provincial Government Population Growth Strategy

The Provincial Government is committed to cultivating conditions that enable families and communities to grow and prosper. As such, the development of a Population Growth Strategy is underway to assist Newfoundland and Labrador address particular challenges including, but not limited to: a growing demand for labour, an aging population, and a lack of trending population growth. The WPO will continue to provide input into the strategy as women are a key component in growing the province's population and raising the next generation of Newfoundlanders and Labradorians. While not the only focus of the Population Growth Strategy, low birthrates and bearing children later in life are a contributing factor to growing the Province's population. As such, there are a wide range of factors that contribute to the issues of low birthrates and bearing children later in life, which include: women are obtaining higher levels of education; women want to be more economically and financially active and independent; and, women are now ranking parenthood as less important to other life goals than generations before. The WPO will provide further input into these factors and others in the ongoing development of the strategy in an effort to find solutions in collaboration with other Provincial Government departments and agencies.

Women in Leadership

Women remain under-represented in leadership positions, including participation on corporate boards. The WPO will review and assess work being done in other jurisdictions to inform and assist in the development of activities for Newfoundland and Labrador. Also, as an original member of the organizing committee, the WPO, in partnership with the Provincial Advisory Council on the Status of Women, will further examine opportunities generated through *Ovations, Applauding Accomplishments of Women in Our Communities* held in January 2013. Through feedback and evaluation forms generated during and after the event, there exists a

number of opportunities to network, partner, and advance the status of women and girls in Newfoundland and Labrador.

Growth of Women-Owned Businesses in the Supply Chain of Resource Projects

Women-owned businesses tend to be small and largely focused in retail and service sectors. This limits their ability to participate in high-growth sectors and take advantage of business opportunities associated with large scale industrial projects in mining, energy, and oil and gas. The Provincial Government negotiates requirements for business access strategies with project operators; however, there is a gap between the supplier opportunities and the availability of qualified female suppliers. Linkages can be made to build local capacity and assist women with starting or growing enterprises to tap into these lucrative markets, including facilitating joint ventures with women owned businesses currently supplying to these sectors. In partnership with other departments and stakeholders, the WPO will identify regions where there are substantive women-owned businesses in non-traditional sectors and create linkages to facilitate the growth of Newfoundland and Labrador women–owned businesses in these sectors.

Challenges

Preventing Male Violence against Women

Women continue to experience the highest rates of violence in both the province and country. The research shows that the overwhelming majority of violence against women is committed by men that are known to them. Therefore, the Violence Prevention Initiative will continue to sponsor campaigns in school, in the workplace and through the media to draw attention to the need to respect women.

Obtaining Qualified Data Collection on Aboriginal Women

Advancing the Status of Aboriginal Women is a priority of the Women's Policy Office. A challenge to advancing their status is the lack of baseline data specific to Newfoundland and Labrador has been a challenge for the WPO for a number of years. In an effort to overcome that challenge, the WPO will explore opportunities with the Newfoundland and Labrador Statistics Agency and Statistics Canada to partner in compiling an acceptable data set specific to the Aboriginal women of the province.

Data Analysis for Women's Business Plans and Business Access Strategies

In evaluating proposed employment and business access targets submitted by project operators, it is useful to compare data across projects as a measure to assess impact.

Unfortunately due to the differing nature and scope of individual projects, data is not always directly comparable. The WPO will work with Natural Resources and project operators to explore ways to demonstrate the evolution and growth of gender equity and diversity outcomes across projects.

9.0 Financial Statements (Unaudited)

Expenditure and revenue figures included in this document are unaudited and based on public information provided in the Report on the Program Expenditures and Revenues of the Consolidated Revenue Fund for the year ended March 31, 2013. Audited financial statements are a requirement at the Provincial Government level and are made public through the Public Accounts process; however, the Women's Policy Office is not required to provide a separate audited financial statement.

Office of the Executive Council	Actual ($)	Amended ($)	Original ($)
Women's Policy			
2.7.01 Women's Policy Office			
01. Salaries	770,625	898,800	903,800
02. Employee Benefits	636	1,500	1,500
03. Transportation and Communications	94,748	255,100	255,100
04. Supplies	19,064	30,800	30,800
05. Professional Services	90,186	360,500	360,500
06. Purchased Services	236,509	285,900	280,900
07. Property, Furnishings and Equipment	3,705	4,200	4,200
10. Grants and Subsidies	2,466,000	2,466,000	2,466,000
02. Revenue – Provincial	(9,663)	-	-
TOTAL: Women's Policy Office	3,671,810	4,302,800	4,302,800
2.7.02 Provincial Advisory Council on the Status of Women (PACSW)			
10. Grants and Subsidies	446,600	452,700	452,700
TOTAL: PACSW	446,600	452,700	452,700
TOTAL: Women's Policy	4,118,410	4,755,500	4,755,500